Dear Howard, Your 4/18 note 4/22/75

I knmew about what your memo says of Hersh from, I think, Policoff.

On the basis of what I know I strongly urge no connection with O'Toole. His book is monstrous, his statements are obscene (public appearances and I have tapes), and he and Dektor are those who came to Nixon's defense on the Rose Mary bobo, aka as whathappened to 18 1/2 minutes of tape.

Most contracts have a best-effort provision for public relations and advertising. If I were you I'd really lean on your publisher on this.

I just remembered something I was about to do several hours ago when there was the first of a series of phone interruptions. I phoned my friend in WFIL news. He'd gone for the day. He is to call me back. I mentioned this to you before. I think he'll probably make a "how come" call to your publisher.

If there had veen been a notice of publication in Publishers Weekly I think I'd have known. Im have friends who see it.

A 2,000 first print is insane and uneconomical. The public relations judgement is terrible. I think you might be wise to have one of the law profs who is an expert read your contract. If it is standard they are not liging up to it and the subject is really hot now.

Jerry told Jim the book is on sale in NYC.

With this small a print, I fear you'd best do some of the promos that you can by phone. I'll be leaving early Thursday a.m. I'll not be home until late Monday p.m. Aside from the straight press, if the book is on sale or if they'll fill orders promptly - and partocularly is thry have not lived up to the contract and will reprint as pormptly as possible, you should be willing for a piece I'll arrange for on an semi-underground radio service, Zodiac. They reach many college and FM stations that can do shows with you by phone. However, if the book is not getting out it will be a futility and you'd not be spending that little time well. So, please give me your phone and approximate dailt schedule so I can phone Zodiac in San Francisco after I return. Remind me of the purpose.

Your college bookstore is not the only local one. Save your local promos until there is a supply in excess of normal sale. They speak or have someone speak to the papers and radio stations. It is a local story. Don't be afriad to say that you wrote the book when you were in high school, edited and condensed it while in college, and that events have not dated it. A kid doing a book is natural news.

It is close enough to the end of the school year to think of holding off on promos until after finals. Esp. with so small a print. If they distribute it should sell out without pushing. There is nothing now in commercial channels except O'Toole's crap. I think it will probably abort because they have spent a fortune on p.r. but with the worst angles for today and because basically it is worthless.

Sorry about the haste. Been chaos here lately. Good luck!

Best,